



POS Terminals Market in Brazil 2015-2019

“ **POS Terminals Market** in Brazil 2015-2019 ” is the latest addition to MarketResearchReports.Biz industry research reports collection.

About POS terminals

POS terminals are a combination of hardware and software that allows the users to accept card payments

directly without updating their cash registers. The cost of installing a terminal varies with the size of business unit and selling terms with the channel partners and suppliers. POS terminal is an electronic device and performs the following functions:

Checks the funds status in a customers bank account

Transfers the funds from customers account to the sellers account

Records the transaction

Print the receipt of transaction

Technavio's analysts forecast the POS terminals market in Brazil to grow at a CAGR of 17.77% in terms of shipments during the period 2014-2019.

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Covered in this report

This report covers the present scenario and the growth prospects of the global POS terminal market in Brazil for the period 2015-2019. It considers the revenue generated from the shipments of POS terminals in Brazil, including fixed POS terminals and wireless POS terminals.

The report does not consider the revenue generated from the following:

- Maintenance for POS terminals
- Services of POS terminals
- Cost of deployment

The merchants/institutions in Brazil include the following applications:

- Retail
- Hospitality
- Healthcare

Technavio's report, POS Terminals Market in Brazil 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the landscape of the market and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- First Data
- Ingenico
- SZZT
- VeriFone

Other prominent vendors

- CyberNet
- PAX Technology
- Equinox

Market driver : Increasing adoption of EMV cards

Market challenge : Increasing mobile payment market in Brazil

Market trend : Growing need for improved security standards

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Contact us:

Mr. Nachiket

90 Sate Street, Suite 700

Albany, NY 12207

Tel: +1-518-618-1030

USA: Canada Toll Free: 866-997-4948

Website: <http://www.marketresearchreports.biz/>

E: sales@marketresearchreports.biz